

## CLAIMS

1. A computer implemented method comprising:  
5        maintaining a profile for each of a plurality of  
         senders;  
         Establishing a recipient preference;  
         Generating a single, comprehensive message comprising  
         information according to the recipient preference  
10        and the profile for each of the plurality of  
         senders; and  
         Delivering the single, comprehensive message to the  
         recipient.
2. The method of claim 1, wherein maintaining the profile  
15        for each of the plurality of senders comprises:  
         receiving one or more sender preferences;  
         generating an action associated with a triggering event  
         based on one or more of the one or more sender  
         preferences;  
20        and performing the action upon the occurrence of the  
         triggering event.
3. The method of claim 2, wherein the triggering event is  
determined by the recipient preference.
4. The method of claim 2, wherein the triggering event is  
25        determined by a delivery matrix according to the profile  
of each of the plurality of senders and the recipient  
preference.
5. The method of claim 2, wherein the action comprises  
inserting a sender placement into the message.
- 30    6. The method of claim 5, wherein the sender placement  
comprises an advertisement.
7. The method of claim 5, wherein the sender placement  
comprises a coupon.
8. The method of claim 5, wherein the sender placement  
35        comprises a link to a sender web address.

9. The method of claim 1, wherein the recipient preference comprises one or more directives.
10. The method of claim 8 wherein one or more of the one or more directives comprises a user defined request.
- 5 11. The method of claim 1, wherein establishing the recipient preference comprises receiving one or more directives from a recipient.
12. The method of claim 1, wherein there is no independent relationship between any pair of the plurality of
- 10 senders.
13. A computer implemented method comprising:
- maintaining a first profile comprising a plurality of filters of a first sender;
- Maintaining a second profile comprising a plurality of
- 15 filters of a second sender;
- Associating a first action with any combination of the plurality of filters of the first sender;
- Associating a second action with any combination of the plurality of filters of the second sender;
- 20 Generating a single message according to a collaboration of the first action and the second action; and
- Delivering the single message to a recipient.
- 25 14. The method of claim 13, further comprising maintaining a third profile of the recipient, wherein delivery of the single message is determined in accordance with the third profile.
- 30 15. The method of claim 13, wherein the collaboration comprises combining the first action and the second action into a third action, wherein the third action is not identifiable in the one or more directives of the first sender nor in the one or more directives of the
- 35 second sender.

16. A computer implemented method comprising:

Maintaining a first relationship with a first sender;  
Maintaining a second relationship with a second

5

sender;

Maintaining a third relationship with a recipient; and  
Generating a message according to a combination of the  
first relationship, the second relationship and the  
third relationship.

10

17. The method of claim 16, wherein each of the first, the  
second and the third relationship exist and operate  
independently of each other.

18. A computer implemented method comprising:

maintaining a relationship profile for a plurality of  
senders;

15

maintaining a relationship for a plurality of  
recipients;

Generating a plurality of unique, comprehensive  
messages, each unique, comprehensive message

20

corresponding to one of the plurality of recipients  
and comprising content according to a collaboration  
of the relationship of the one of the plurality of  
recipients and the relationship profile of each of  
the plurality of senders; and

25

Delivering the unique, comprehensive message to its  
corresponding recipient.

30